



Wolf,
Keens
& Co

Community Planning for Cultural Development

Eugene, Oregon, June, 2006



What do we mean by “culture?”

- We use a broad definition of culture - it's more than just “fine arts”
- The sum total of community's customs, beliefs, traditions, as in...
 - ethnic/racial/cultural expressions
 - avocational & professional
 - landmarks, parks, built environment, etc.



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What is cultural planning?

- Cultural planning - a “road map” to implementing the civic-cultural vision
- Community planning with arts & cultural “lens”
- Engage entire community and cultural sector
- Success = arts/culture priorities + community priorities



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What are areas typically considered?

- Community economic development
- Arts and cultural education
- Neighborhood cultural activities
- Facilities
- **Audience development**
- **Private/public resources**
- Organizational development
- Diversity

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Community process...

- Facilitate community-based Mayor's Committee
- Engage civic & business leaders, cultural groups, artists, educators, many others
- Conduct public information and feedback meetings, engage residents



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Research & fact-finding...

- Organizational operating assessment
- Survey of the general public
 - Web-based survey
 - Participatory interviewing
- Programming/activities inventories
- Facility assessment/inventory



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What is the project timeline?

- Project Start-up
(June - July)
- Initial Community Process
(August - October)
- Information Gathering
(October - February)
- Report Out, Analysis, and Assessment
(February - April)
- Preliminary Recommendations and
Community Input
(April - June)



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THANK YOU

